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Message Text

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PAGE 01 STATE 228723

70
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-06 RSC-01 /020 R

66610
DRAFTED BY: COM/BIC/OIM/214:KLINE:MBI
APPROVED BY: EB/OCA/REP:LAKLIEFORTH
COM/BIC/OIM/214:BASSETT
EUR/EUR:BMIRSHORN (INFO)
EB/OCA/BR:PO'CONNOR (INFO)
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P 172053Z OCT 74
FM SECSTATE WASHDC
TO AMEMBASSY ANKARA PRIORITY

UNCLAS STATE 228723

E.O. 11652: N/A
TAGS: BEXP, TU
SUBJ: GLOBAL MARKET RESEARCH: AAS

REF: A. STATE A-3259 B. ANKARA A-169

1. RECEIVED REF B FORWARDING EXCELLENT POST CONDUCTED AAS MARKET RESEARCH STUDY. WE APPRECIATE POST EFFORT, WHICH RESULTED IN REPORT TO GREAT EXTENT MORE THAN RESPONSIVE TO MARKET RESEARCH SPECIFICATIONS. HOWEVER, STUDY LACKS TWO TABLES WHICH ESSENTIAL IN INTEGRATING REPORT INTO GLOBAL MARKET SURVEY PREPARATION.

2. BOTH TABLE 1 AND TABLE 4 HAVE HAD TO BE CONSTRUCTED FROM ESTIMATES IN ALL SURVEY COUNTRIES, INCLUDING THOSE WHERE CONTRACTED RESEARCH DONE. RECOGNIZE HARD DATA NOT AVAILABLE, BUT BELIEVE SCOPE AND DEPTH EMBASSY REPORT REFLECTS FIELD WORK AND FAMILIARITY WITH MARKET WHICH SUFFICIENT TO ENABLE DEVELOPMENT DATA FOR TABLES ADEQUATE FOR OUR PURPOSES. REQUEST POST ESTIMATE TABLE 1 VALUES TO NEAREST DOLLARS TEN THOUSAND AND TABLE 4 PROPORTIONS AND MARKET SHARES TO NEAREST FIVE OR TEN PERCENT.

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3. IN VIEW NON-AVAILABILITY AVIONICS IMPORTS STATISTICS,

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REQUEST POST BEST ESTIMATE FOR YEAR 1973 PERCENT SHARE OF IMPORT MARKET HELD BY U.S. AND IDENTITY OF PRINCIPAL COMPETITOR COUNTRY AND ITS MARKET SHARE -- BOTH FOR AIRBORNE AND GROUND AVIONICS -- (LIKE MIDDLE THREE COLUMNS TABLE FOUR).

4. BELIEVE TABLE COMPOSITION WILL NOT BE ARDUOUS FOR ORIGINAL RESEARCHER. SINCE PRINTING SCHEDULES TIGHT, REQUEST AIRMAIL TRANSMISSION TABLE BY NOV 8. PLEASE ADVISE BY CABLE IF CANNOT BE SENT BY THEN.

5. AGAIN WISH EXPRESS APPRECIATION FOR POST'S EFFORTS THIS PROJECT, RECOGNIZING DEMANDS ON LIMITED PERSONNEL RESOURCES. REPORT WILL BE MOST RESPONSIVE TO INDUSTRY INTERESTS. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE228723
Document Source: CORE
Document Unique ID: 00
Drafter: COM/BIC/OIM/214:KLINE:MBI
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740296-0294
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741038/aaaabghf.tel
Line Count: 75
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A. STATE A-3259 B. ANKARA A-169
Review Action: RELEASED, APPROVED
Review Authority: cunninfx
Review Comment: n/a
Review Content Flags:
Review Date: 12 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 MAR 2002 by chappeld>; APPROVED <10 FEB 2003 by cunninfx>
Review Markings:

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EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: GLOBAL MARKET RESEARCH: AAS
TAGS: BEXP, TU
To: ANKARA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

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